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July virtual high-level meetings in the margins of WIPO General Assemblies in Geneva 2021

Following the first series of high-level meetings with non-EU stakeholders, which took place in the first half of this year, the Office, over the period from 6 to 16 July, is meeting with the heads of non-EU IP offices. Mr Christian Archambeau, the Executive Director, joined by Mr Andrea Di Carlo, Deputy Executive Director, and **Mr Sandris Laganovskis, Director of the Institutional and Cooperation Department**, held another series of virtual bilateral meetings aimed at meeting their counterparts from Latin America IP offices, in particular IMPI (Mexico), INPI (Brazil), SIC (Colombia), INAPI (Chile), INDECOPI (Peru) and South-East Asia IP Office (IP Vietnam). Moreover, the Office delegation met with senior management figures from the European Patent Office (EPO) and the Eurasian Patent Office (EAPO).

During the meetings with Latin America counterparts, Mr Archambeau and Mr Di Carlo expressed gratitude for the bilateral cooperation with the Office, as well as their collaboration and participation in the IP Key project in the region that will be renewed as of 1 September 2021 until 2024. The new IP Key LA project will aim to promote a secure environment for EU investment and business by promoting European standards in IP rights legislation, protection and enforcement.

Furthermore, Mr Archambeau had the opportunity to meet with Mr Alfredo Rendón Algara, who was appointed the new Director General of the Mexican IP Office (IMPI) on 2 July 2021. On behalf of the EUIPO, Mr Archambeau reaffirmed the commitment to continue to advance the cooperation work between our offices, especially within the IP Key LA project.

During the meeting with Ms Saule Tlevlessova, President of EAPO, the EUIPO's delegation appreciated the efforts of both offices on the technical preparations for the implementation of DesignView by the end of this year. Ms Tlevlessova informed the Office that on 1 June 2021 the EAPO received the first Eurasian industrial design application.

This international cooperation activity falls under Strategic Driver 1 – Interconnected, efficient and reliable IP system. It contributes to Strategic Goal 1.1 – Matching tools and practices with users' needs, and with Key Initiative 3 – Enhanced engagement with global partners for the extension of common tools and practices.

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